

Job Description

Post Title: Digital Communications Executive

Directorate: Chief Executive - Communications

Reports to: Digital Communications Officer / Senior Digital Communications Officer

Direct Reports: 0

Key Relationships: Mayor's Office, Communications colleagues

Role Purpose

Our Digital Communications Executive will support with the delivery of our digital communications strategies, with the creation and distribution of high quality multimedia content.

They will raise awareness of the work of the West Midlands Combined Authority (WMCA) through the delivery of cost-effective, bespoke digital content which support the business priorities of the WMCA and Mayor of the West Midlands; whilst establishing WMCA as a recognised and trusted brand for the citizens of the West Midlands.

Responsibilities

- Produce and distribute a wide range of engaging digital content including video, photography, articles, social media posts, infographics etc.
- Ensure content is re-purposed and adapted effectively to the style and audience of each digital channel
- Support with the development and implementation of digital communication strategies for the Mayor of the West Midlands and WMCA.
- Manage the day-to-day website and social media presence including monitoring, engaging and social listening.
- Work closely with the Media and PR teams to ensure that stories are communicated through relevant digital channels in an innovative and timely manner.
- Attend corporate and marketing events, managing digital content in real-time.
- Provide digital advice and creative ideas to the organisation
- Produce multimedia content plans and schedules

- Regularly review the performance of our digital content and channels by interpreting and reporting on statistics, testing new approaches and tactics, and supporting market research, and optimising content to maximise performance.
- To ensure compliance with GDPR in the management of customer data and accessibility legislation for public sector websites.
- Monitor trends in social media tools, applications, channels, design and strategy. Implement ongoing education to remain highly effective.
- Support the development and maintenance of the email customer database and implement a programme of regular communications through innovative promotional and incentive schemes to support retention strategies.
- Represent WMCA at external events and conferences where appropriate

Person Specification

<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>			Assessment Method		
Experience	E	D	App*	Int**	Other***
Planning, producing and editing multimedia content and repurposing for different audiences and channels	X		X	X	
Proven track record of planning and executing social media campaigns and content plans.	X		X	X	
Experience in dealing with the public and with statutory organisations		X	X	X	
Experience of updating websites, blogs and social media channels	X		X	X	
Skills/Knowledge/Abilities	E	D	App	Int	Other
Good IT skills with proficiency in Adobe Creative Suite, MS Office, and CMS applications.		x	x	x	
Evidence of a diplomatic and confident approach to handling internal stakeholders through negotiation, conflict resolution and presentation capabilities.	x		x	x	
Ability to react flexibly to changing work demands			X	X	
Excellent organisational skills	X		X	X	
Good communications skills	X		X	X	
Attention to detail and proof reading skills	X		X		X
Good creative thinking and visual flair		X	X	X	
Able to analyse and evaluate information	X		X	X	
Able to apply technical expertise	X		X	X	
Qualifications/ Professional Memberships	E	D	App	Int	Other
Educated to degree level or equivalent in Digital Marketing, photography or video production		X	X		
A social media qualification would be advantageous		X	X		

* Application

** Interview

*** Details will be shared at interview stage

Core Expectations

Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.

Value	Competency	Behaviour
Collaborative	Team Focused	Works as part of team, managing and leading.
	Service Driven	Customer, resident and partner focussed.
Driven	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
Inclusive	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
Innovative	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

Health and Safety

All employees have a duty to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health and safety.

Equality and Diversity

To promote and champion equality and diversity in all aspects of the role

Learning and Development

To participate in and take responsibility of any learning and development required to carry out this role effectively.

Performance Management

To actively engage in the performance management process and take responsibility for managing performance outcomes.

GDPR (General Data Protection Regulation)

To ensure the reasonable and proportionate protection, processing, sharing and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.

Other

There will be a requirement to work outside normal office hours regularly to attend events with the Mayor, to meet work deadlines, give presentations, attend meetings etc., including a requirement to work within stakeholder and partner offices within the WMCA Constituent area on a regular basis.

Flexible working arrangements will be made to accommodate any evening and weekend working.